

EISENHOWER WEST SMALL AREA PLAN

Steering Committee

May 13, 2015



Meeting Agenda

- Welcome
- Meeting Goals & Schedule
- Plan Structure
- Plan Elements & Principles
- Built Environment Guidelines
 - Building Design
 - Architectural Features
 - Building Height
 - Public Art
 - Affordable Housing
- What's Next
- Community Comments & Questions



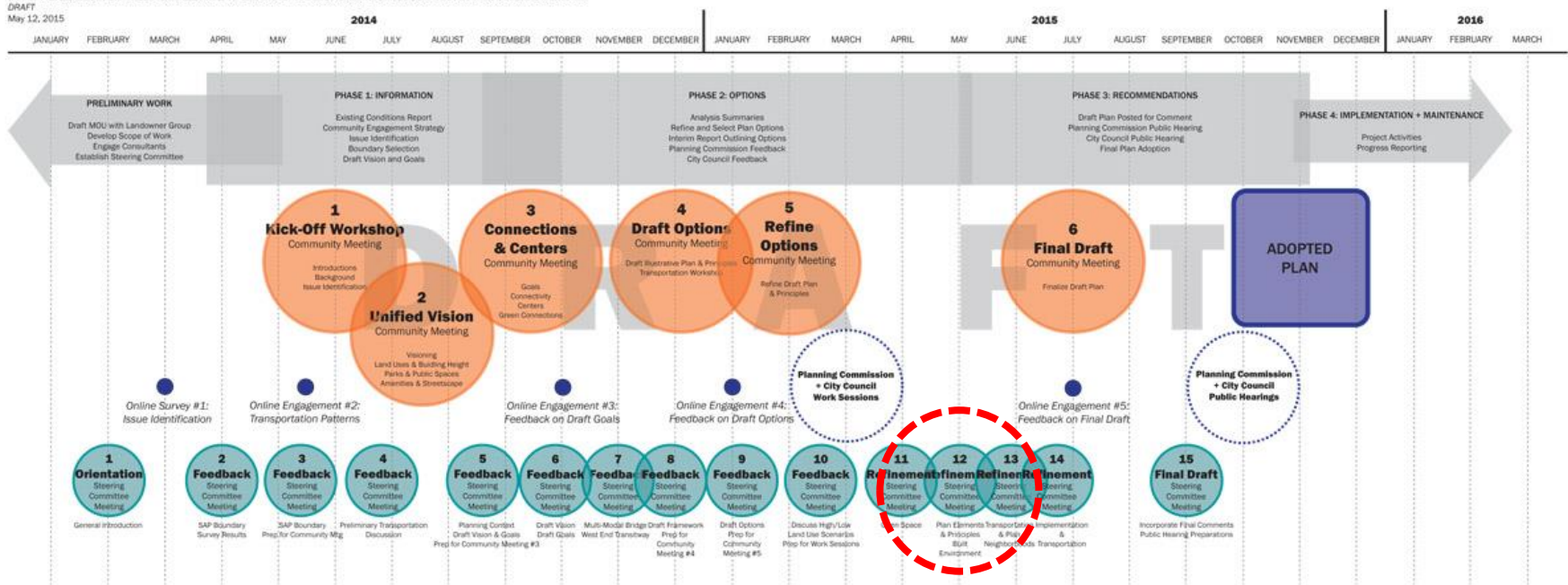
Meeting Goals

- Receive updates
- Provide feedback on draft plan structure and principles
- Provide feedback on built environment guidelines
- Review what's next



Work Program: Phasing, Key Meetings, & Online Engagement

DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM

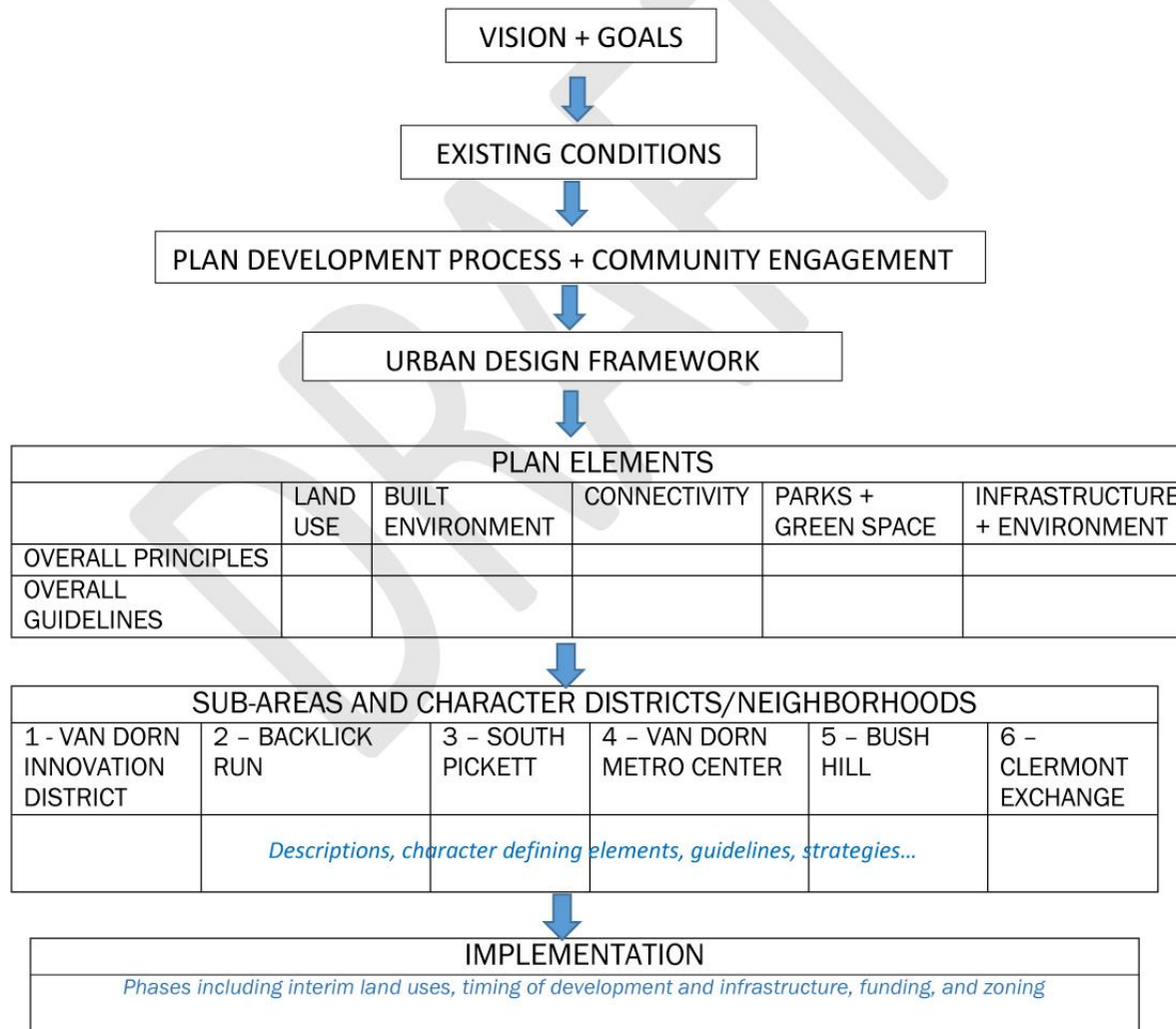


Schedule

- **Today:** Steering Committee Meeting #12: Plan Elements & Principles & Built Environment Guidelines
- **May 19th:** Steering Committee Meeting #13: Transportation Update & Plan Neighborhoods
- **June 22nd:** Steering Committee Meeting #14: Implementation & Transportation
- **Summer 2015:** Final Draft Plan Presented at Community Meeting #6
- **Late 2015:** Plan Adopted by City Council



Eisenhower West SAP Plan Structure



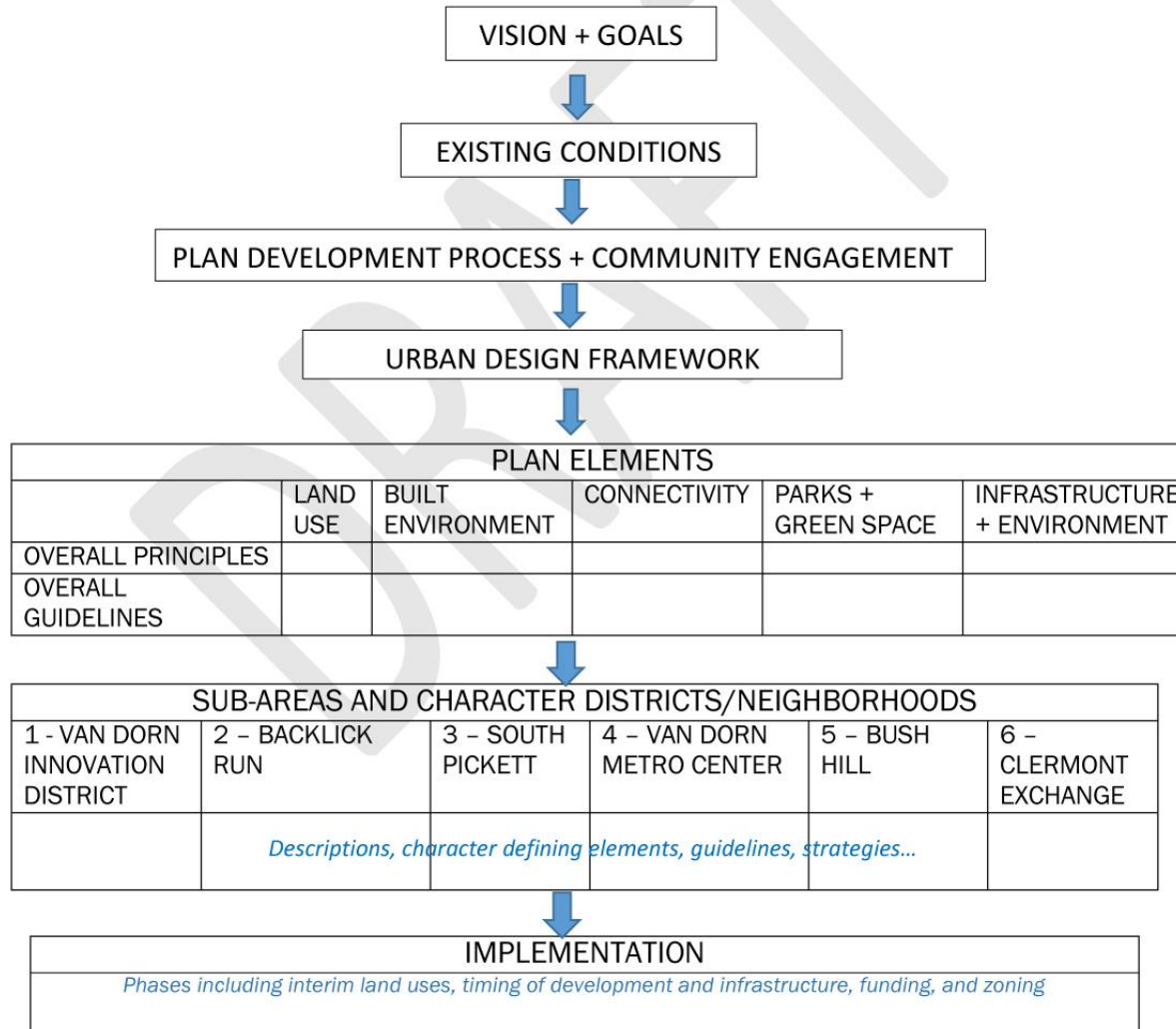
Eisenhower West SAP Plan Structure

Fall 2014

Fall 2014

Summer 2014—
Summer 2015

Spring/Summer
2015



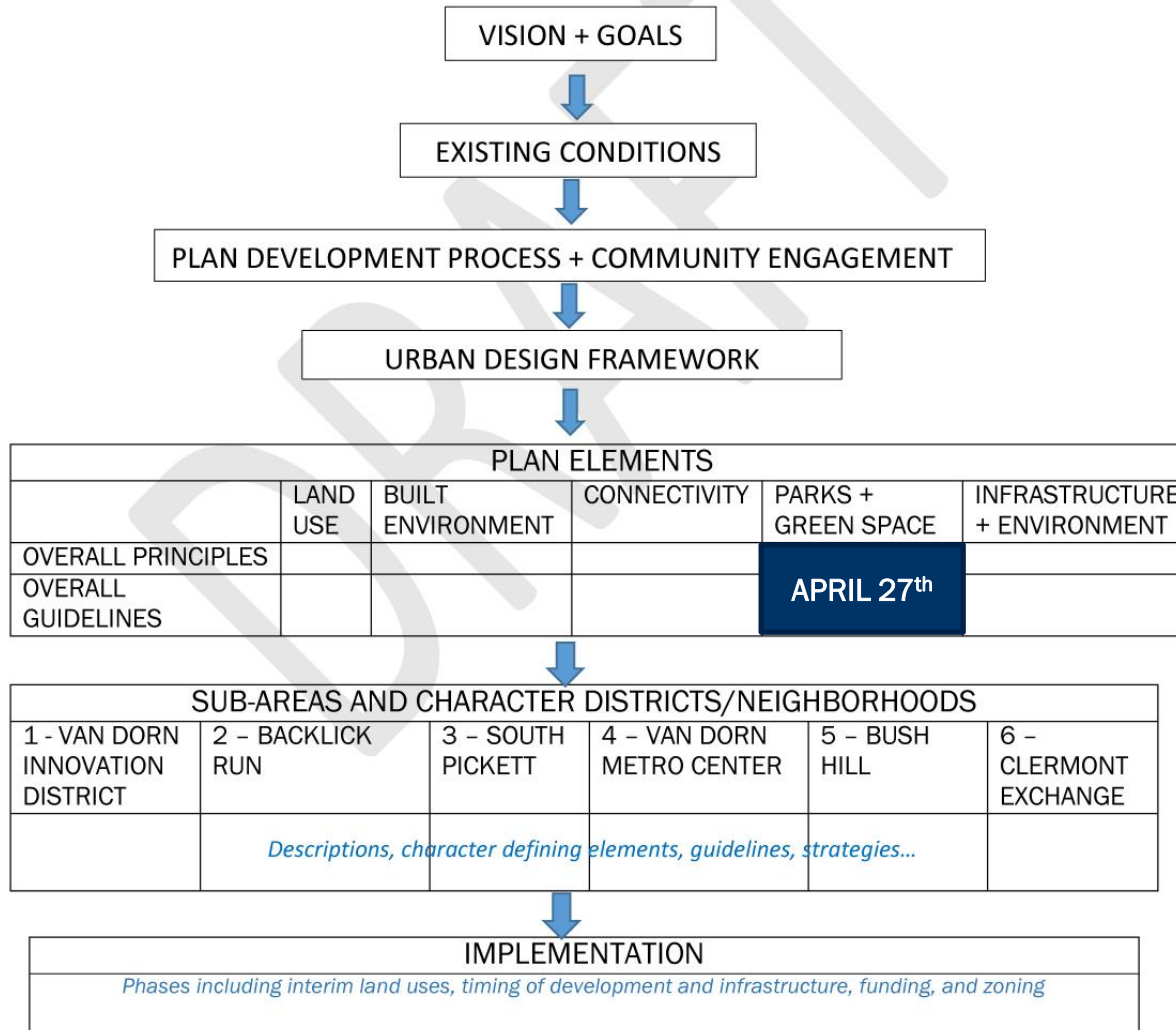
Eisenhower West SAP Plan Structure

Fall 2014

Fall 2014

Summer 2014—
Summer 2015

Spring/Summer
2015



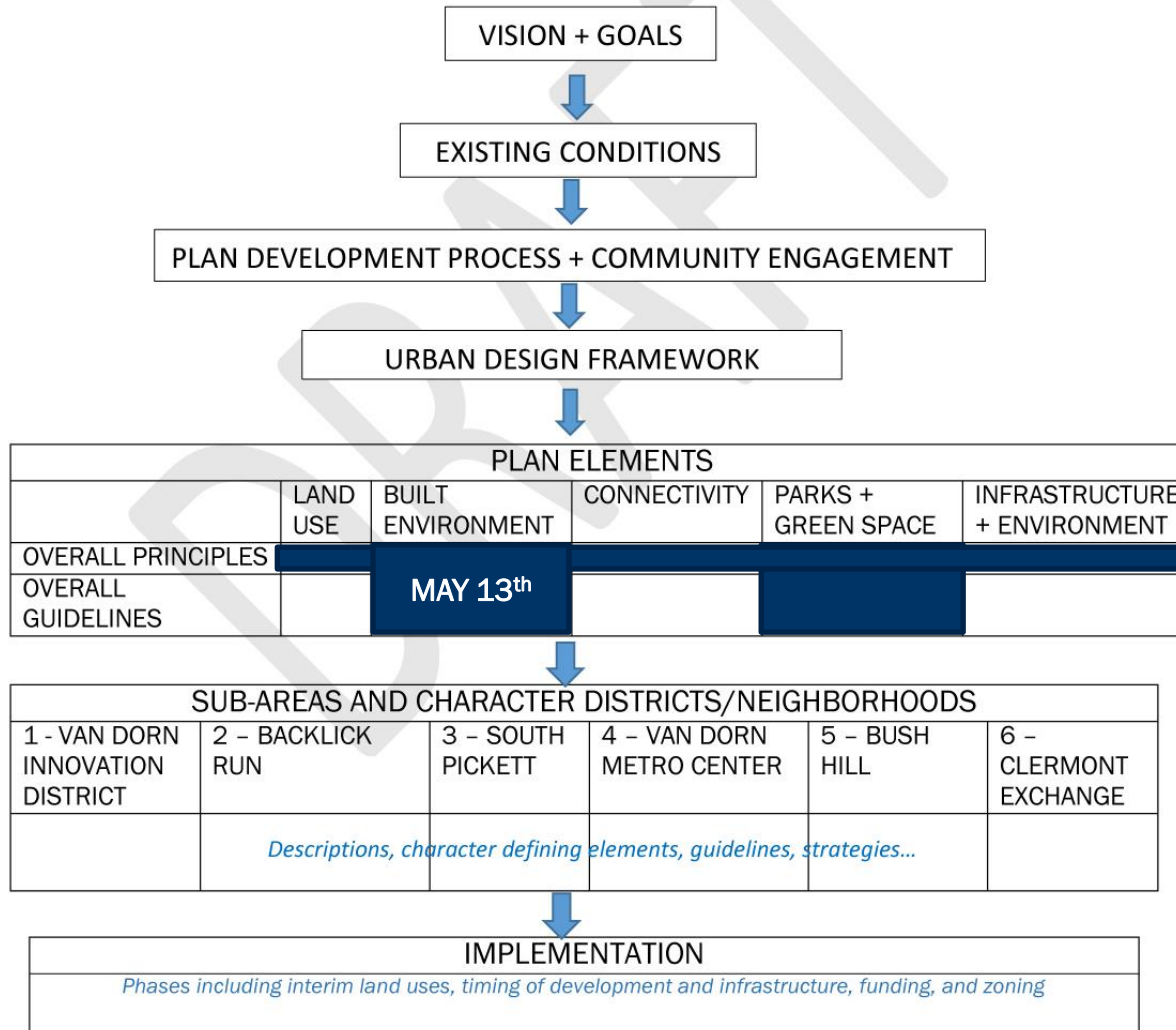
Eisenhower West SAP Plan Structure

Fall 2014

Fall 2014

Summer 2014—
Summer 2015

Spring/Summer
2015



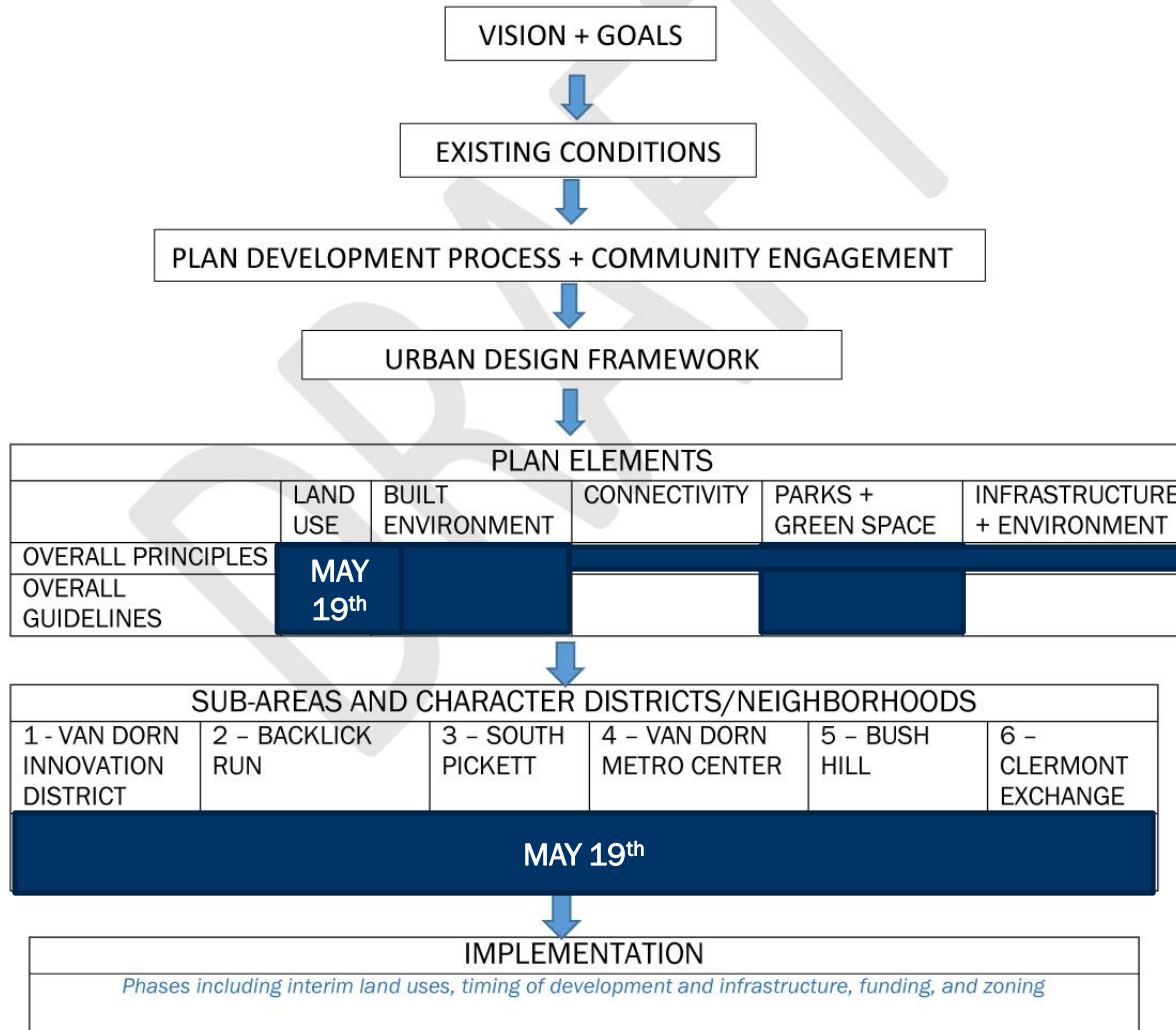
Eisenhower West SAP Plan Structure

Fall 2014

Fall 2014

Summer 2014—
Summer 2015

Spring/Summer
2015



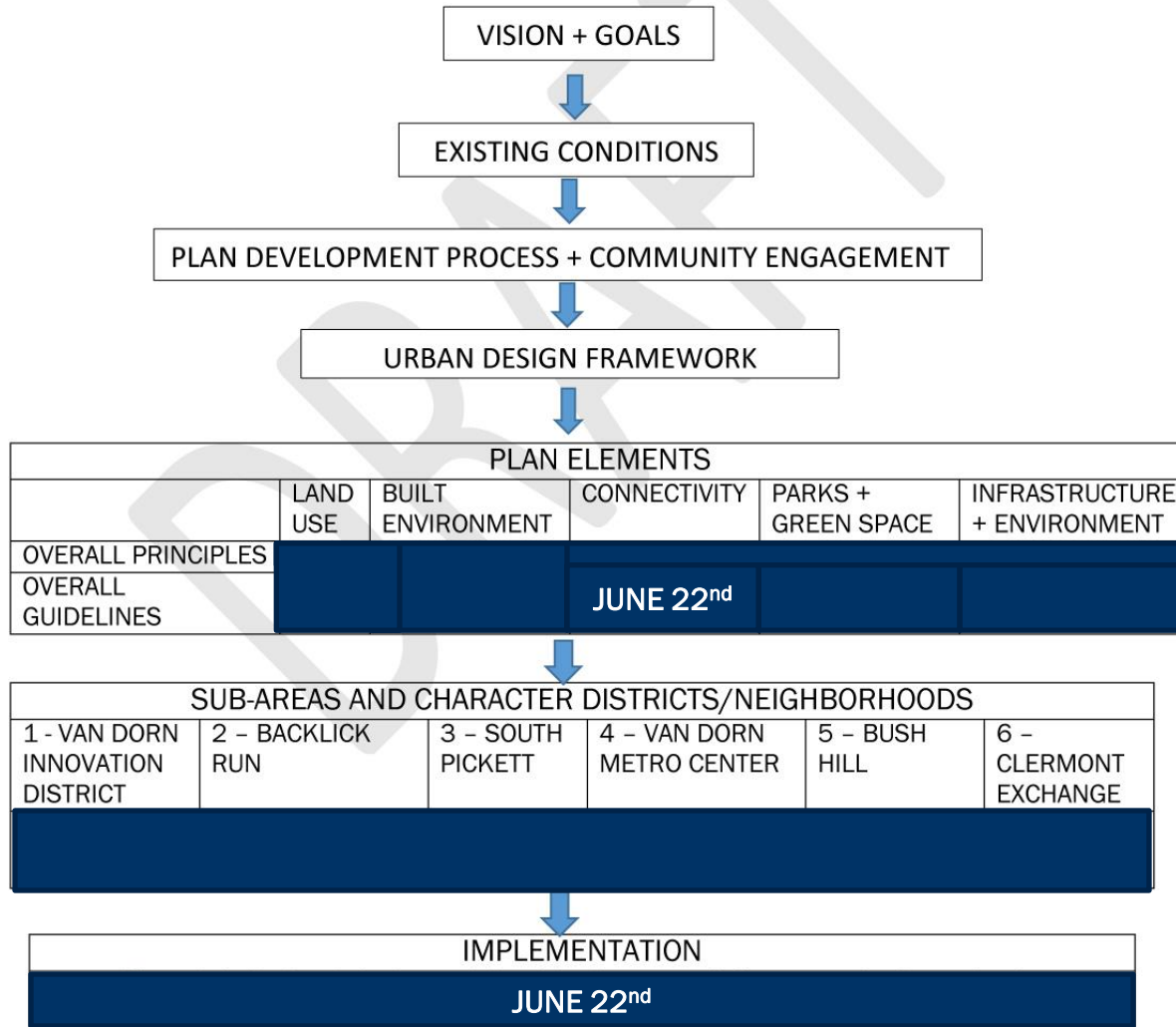
Eisenhower West SAP Plan Structure

Fall 2014

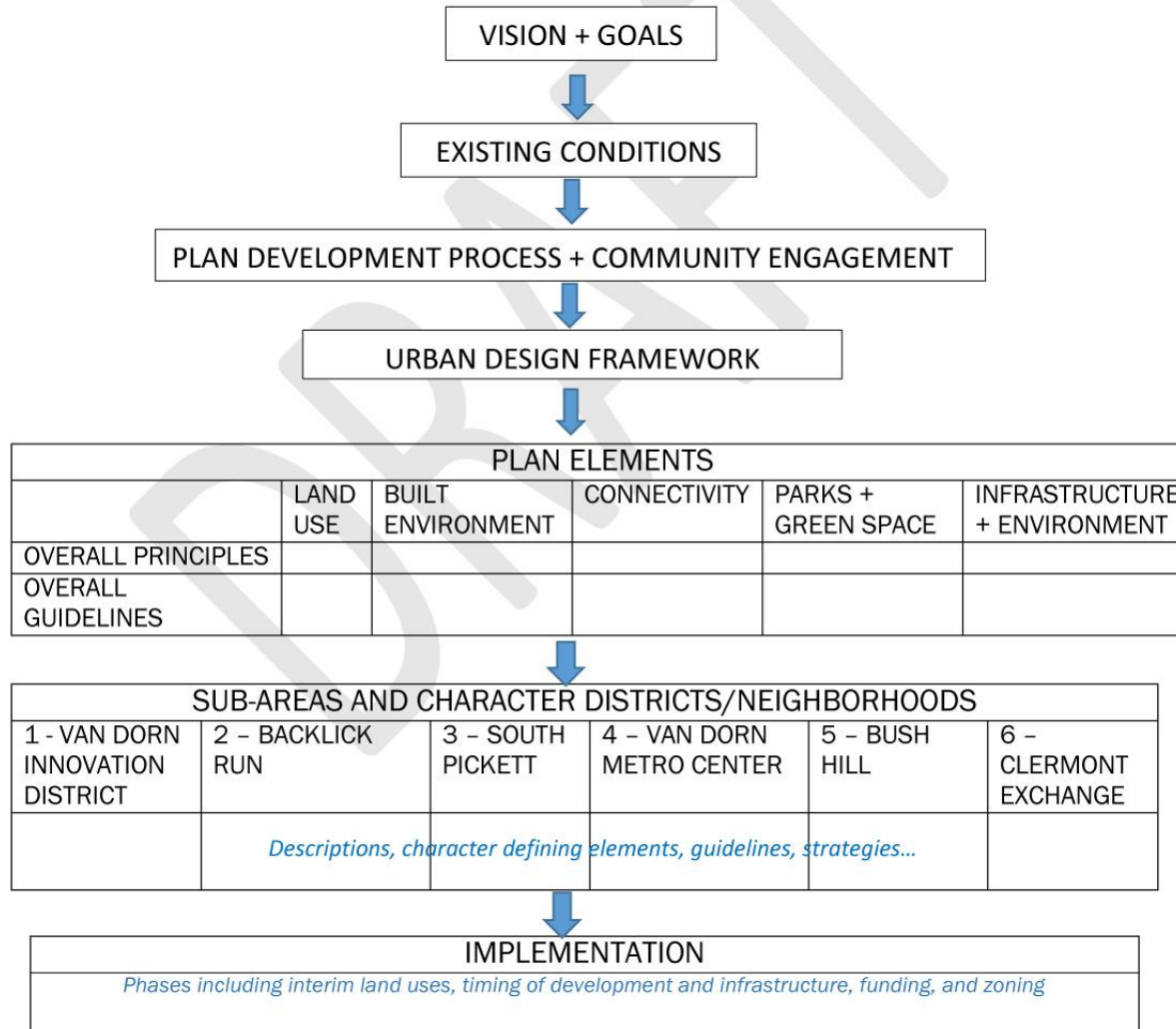
Fall 2014

Summer 2014—
Summer 2015

Spring/Summer
2015



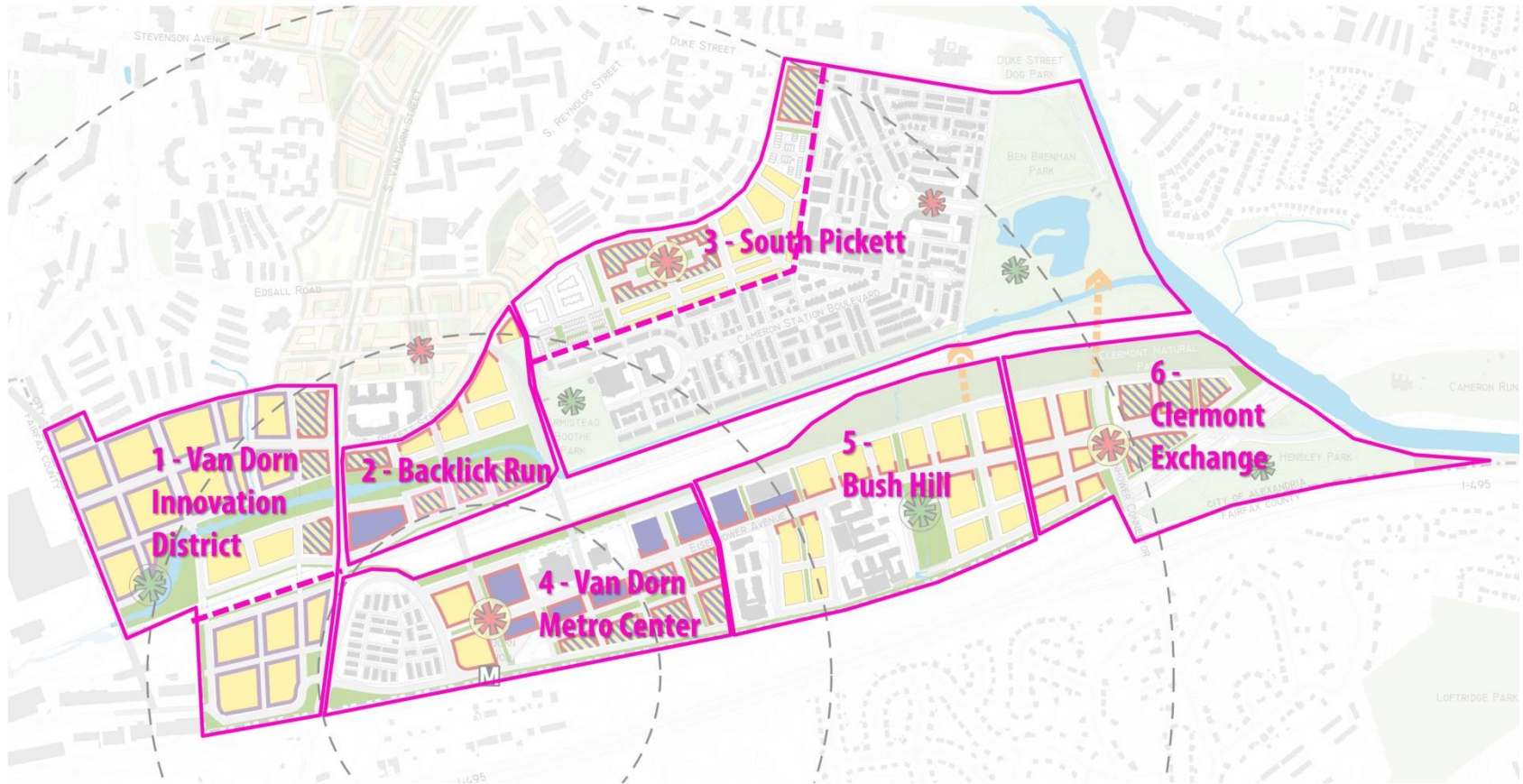
Eisenhower West SAP Plan Structure



EISENHOWER WEST



EW SAP Plan Neighborhoods



EW EISENHOWER WEST
SMALL AREA PLAN

SMITHGROUP JJR

Draft Goals

Goal 1: Eisenhower West will be an integral part of the City's Eisenhower Valley economic engine in which economic development and employment opportunities are maintained and promoted by capitalizing on the Van Dorn Metro Station, proximity to the Capital Beltway, and the opportunity provided by the presence of large land holdings.

Goal 2: Eisenhower West will have a vibrant mix of uses achieved through phased implementation, including a mix of residential and employment opportunities and are able to co-exist with industrial uses remaining in the area long-term.

Goal 3: Eisenhower West will be a transit-oriented community, with density focused around transit nodes and corridors.

Goal 4: Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility thereby providing better access locally and citywide to the future amenities of the area.

Goal 5: Eisenhower West will be more pedestrian-friendly by humanizing Van Dorn Street, Pickett Street, and Eisenhower Avenue so that they become safer for pedestrians and more attractive to residents and shoppers.

Goal 6: Eisenhower West will have a connected, accessible, and identifiable park and open space system that serves local and citywide recreational needs.



Feedback & Discussion

- Are there any plan elements missing?
- Are there any principles that should be removed, added, or changed?
- Are there any Built Environment guidelines that should be removed, added, or changed?



Land Use Principles

- Create distinct neighborhoods with land uses that contribute to the enhancement of the southwestern corner of the City of Alexandria.
- **Establish a mix of uses that promote a lively daytime and nighttime environment, and a clean, safe public realm.**
- Extend employment opportunities west along Eisenhower Avenue.
- Leverage the presence of the Van Dorn Metro Station and future transit stops.
- **Balance the current demand for housing with the need to also create future employment opportunities in the Plan area.**
- Support existing and future neighborhood serving retail by increasing the customer base.
- Improve access to a variety of amenities and services for current and future residents and workers.
- Establish a site for a new urban school and recreation center.



Connectivity Principles

- Increase mobility for all by allowing for a variety of modes of transportation including driving, transit, bicycling, and walking.
- Reduce, mitigate or remove physical barriers to connectivity in and around Eisenhower West.
- Improve traffic flow and provide multiple ways to connect people to their destinations.
- **Establish a grid of streets and blocks to improve circulation and promote a pedestrian scale of development.**
- Create a high-quality and comfortable pedestrian realm to encourage pedestrian activity within Eisenhower West and to neighboring areas.
- Make bicycling a desirable and safe mode of travel around Eisenhower West and to neighboring areas.
- **Provide safe pedestrian routes and crossings to schools and transit stations/stops, parks and amenities.**



Parks & Open Space Principles

- Create an open space network in new development areas.
- Protect, expand, and connect stream valleys and other environmentally sensitive areas.
- Link and expand the pedestrian, bicycle and trail system.
- Protect and enrich existing parks.
- Provide additional recreational opportunities.
- Enhance streetscapes and gateway areas.
- Increase tree cover throughout Eisenhower West.



Infrastructure & Environment Principles

- Create high-efficiency buildings and environmentally responsive neighborhoods through energy use, waste water, and water supply that achieve the goals of the Eco City Charter.
- **Engage local infrastructure resources including Covanta and AlexRenew to create economic benefits for the City through district heating and cooling and water reclamation opportunities.**
- **Address infrastructure on a neighborhood and district level by identifying regional and local opportunities.**
- Create sustainable infrastructure that builds on and enhances the local environmental character of Eisenhower West.
- Minimize the construction and maintenance burden of infrastructure on the City while maximizing quality and value of new facilities.
- Decrease neighborhood flooding and improve stormwater management.

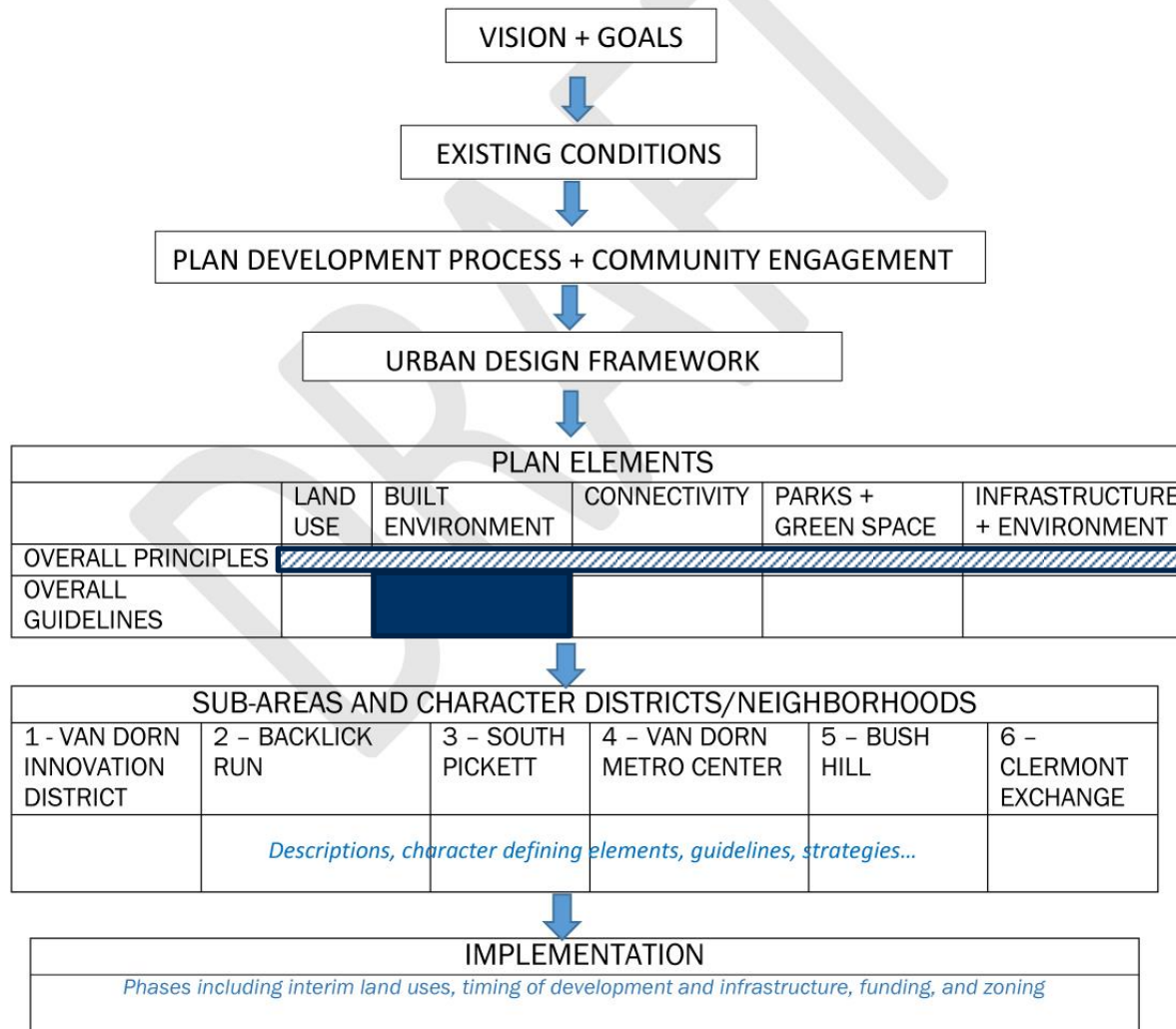


Built Environment Principles

- Strengthen the neighborhood fabric of Eisenhower West through new development that is phased in over time.
- Create new neighborhoods with distinctive architectural character, identity, and public spaces.
- Create a major destination and public spaces at and near the Van Dorn Metro Station.
- Create neighborhood destinations at the intersection of Eisenhower Avenue and Clermont, and the current Trade Center.
- Create housing opportunities for all ages and incomes.
- Respect the scale of existing residential developments in Eisenhower West.
- **Design building architecture, streetscape and public spaces to be of the highest quality.**
- **Design sustainable architecture, streetscape and public spaces to contribute to the City's sustainability goals.**
- Create and maintain a walkable, safe and clean streets and public spaces.
- Celebrate creativity and innovation by integrating public art throughout Eisenhower West.



Eisenhower West SAP Plan Structure



Building Design Guidelines

- Buildings should contribute to the architectural character and urban placemaking of each neighborhood.
- Orient all buildings with primary facades facing streets, public plazas, or park spaces.
- **Place buildings at the build-to line on each block while also achieving variation in setback and depth.**
- Where possible, orient buildings to maximize energy efficiency and provide access to daylight.
- Buildings should vary in scale, and massing to create architectural interest and avoid long expanses of walls.
- **Building façade massing variations should be a minimum of 3 feet, creating significant modulations in the depth of facades, and avoiding the “wallpaper” look.**
- Building massing should respect adjacent existing residential development.
- Buildings should reflect the current time and place in design and building technology.
- Buildings should include and celebrate sustainable design features.
- **Building facades facing streets or open spaces should be lined with active uses at ground levels.**
- All roofs should contribute to sustainability through such uses as renewable energy, open space, and/or stormwater management.
- **Ground levels of buildings should contain active uses including retail, restaurants, flex uses, and shared spaces such as building entrances and lobbies.**
- Provide sustainably designed and LEED-certified buildings consistent with the City of Alexandria’s green buildings policies and development standards.



Architectural Features Guidelines

- Include building architectural features that promote good urban form.
- Denote gateway locations through architectural features and building height and massing. The gateway elements will be proportionate to the size and scale of the building.
- Create distinctive building tops for taller buildings.
- Create distinctive, innovative building forms and architecture for signature facades.



Building Height Guidelines

- Buildings in Eisenhower West should vary in height to provide interest in each neighborhood.
- Building height should step down toward adjacent existing residential development.
- Building heights should vary to avoid creating a “canyon effect”, and allow light and air.
- Buildings within a 1/4 mile of the Van Dorn Metro Station may be a maximum of 20 stories.
- Buildings between 1/2 a mile from the Van Dorn Metro Station may be a maximum of 15 stories.
- Buildings over a 1/2 mile from the Van Dorn Metro station may be a maximum of 5 stories. However, buildings along Claremont Avenue may be a maximum of 8 stories.
- The density provisions in Section 7700 of the Zoning Ordinance apply.



Public Art Guidelines

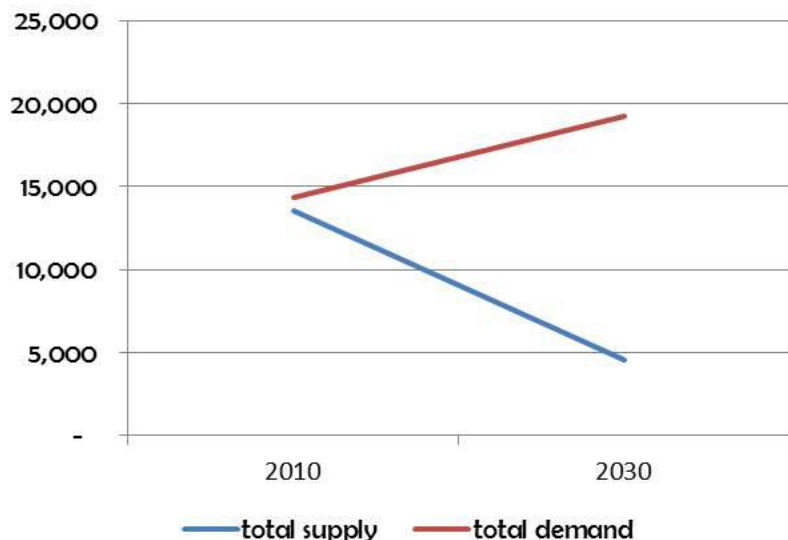
- Public art should be integrated into the design of open spaces in each neighborhood in the Eisenhower West plan area.
- Public art should be site-specific and help contribute to the character of each neighborhood while creating a sense of place unique to that neighborhood.
- **Key locations for public art should include prominent locations such as gateways, plazas, parks, and nodes of activity identified in the Plan.**
- Public art elements can be integrated into the design of streetscape and public space components such as lighting, seating, paving, vegetation, fountains, etc.
- **Public art in the plan area must be consistent with City-wide public art policies and plans.**
- Both temporary and permanent public art can be used to activate space.



Affordable Housing Demand in the City

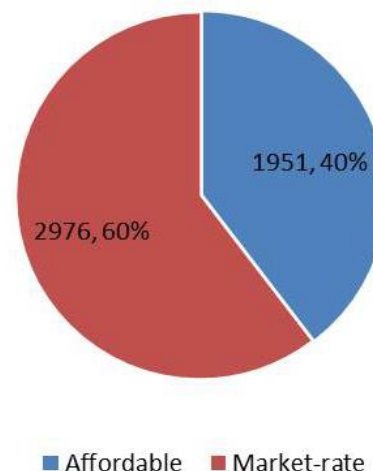
- Demand is growing for affordable housing

Affordable Rental Trends
(2010-2030)



\$54,600–\$65,520 (for a family of four)
= 50%-60% of Area Median Income

Affordable Ownership Demand (2030)



\$65,520–\$109,200 (for a family of four)
= 60%-100% of Area Median Income

Affordable Housing Demand in the City

- Demand is growing for affordable housing for our...
 - Nurses, teacher aides, paralegals, construction workers, housekeepers, fire fighters, bus drivers, retail managers, police officers, receptionists
 - Younger workers, families, seniors



Affordable Housing Demand in the City

- Demand is growing for affordable housing because...
 - Housing costs have risen faster than incomes.
 - The number of market affordable rental units has declined.
 - There are not enough publicly assisted rental units.



Affordable Housing Supply in Eisenhower West

	Affordable Units	Percent of Total	Level of Affordability	Length of Affordability
The Exchange at Van Dorn	0 (cash contribution)	0%	n/a	n/a
The Reserve at Eisenhower Avenue	0 (cash contribution)	0%	n/a	n/a
The Residences at Cameron Station	7	4.73%	1 bdr - \$175,000 2 bdr - \$225,000	30 years
Cameron Station	0 (public benefit contribution—food bank and shelter)	0%	n/a	n/a
Summers Grove	11	5.76%	\$173,200	15 years (deed restrictions have expired)

Housing Master Plan
FY14-FY25 goal:

2,000 units*

**produced, preserved, or assisted*



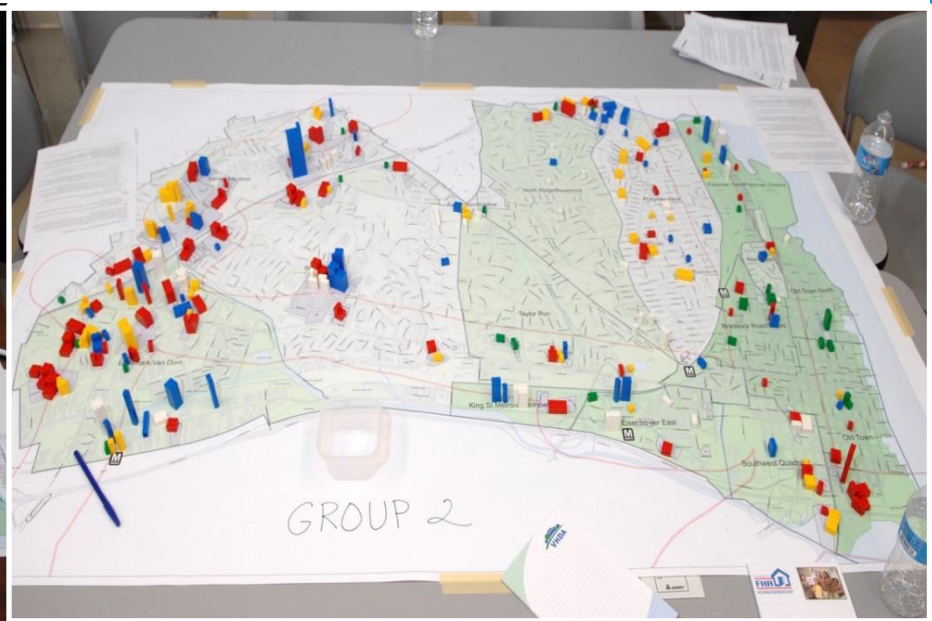
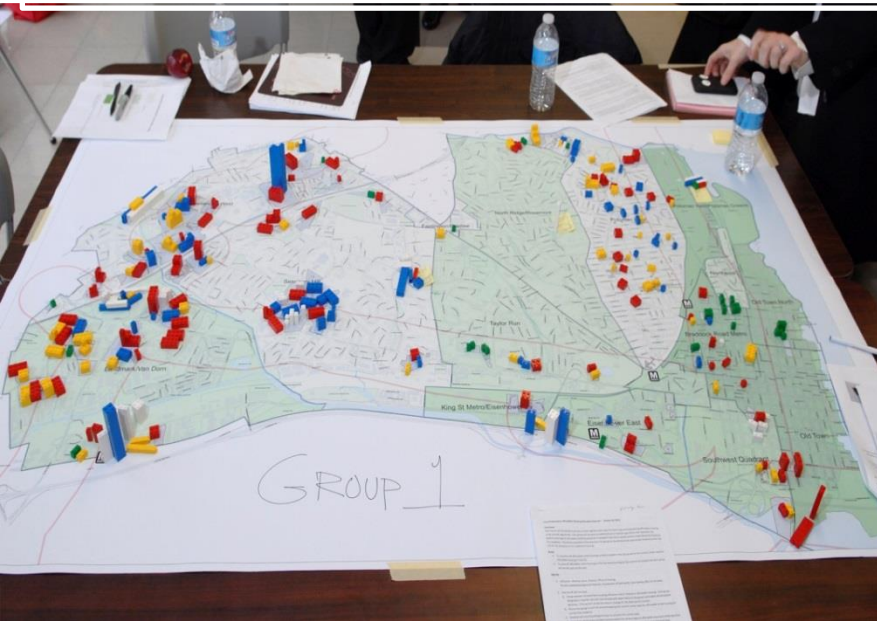
Affordable Housing Opportunities from the Housing Master Plan...



... to Eisenhower West

The Housing Master Plan recommended concentrating affordable housing in areas with the greatest potential for increased density and mixed-use development, in particular the Eisenhower Valley and Landmark/Van Dorn.

EW SAP Goal 2: Eisenhower West will have a vibrant mix of uses achieved through phased implementation, including a mix of residential and employment opportunities and are able to co-exist with industrial uses remaining in the area long-term.



Housing Master Plan

Goal 1: Preserve the long-term affordability and physical condition of the existing stock of publicly assisted rental housing, as well as market rental housing where affordability commitments can be secured.

Goal 2: Provide or secure affordable and workforce rental housing through strategic development and redevelopment.

Goal 3: Provide and support the provision of affordable and workforce home purchase opportunities for Alexandria residents and workers.

Goal 4: Enable homeowners to remain in their homes safely, comfortably, and affordably.

Goal 5: Provide a variety of safe, quality housing choices that are affordable and accessible to households of all ages and abilities.

Goal 6: Enhance public awareness of the benefits of affordable housing.

Goal 7: Enhance public awareness of the benefits of healthy, well-designed, and energy efficient housing that fosters the well-being of Alexandria residents.



Housing Master Plan

Goal 1: Preserve the long-term affordability and physical condition of the existing stock of publicly assisted rental housing, as well as market rental housing where affordability commitments can be secured.

Goal 2: Provide or secure affordable and workforce rental housing through strategic development and redevelopment.

Goal 3: Provide and support the provision of affordable and workforce home purchase opportunities for Alexandria residents and workers.

Goal 4: Enable homeowners to remain in their homes safely, comfortably, and affordably.

Goal 5: Provide a variety of safe, quality housing choices that are affordable and accessible to households of all ages and abilities.

Goal 6: Enhance public awareness of the benefits of affordable housing.

Goal 7: Enhance public awareness of the benefits of healthy, well-designed, and energy efficient housing that fosters the well-being of Alexandria residents.



Housing Master Plan ↔ EW SAP

Goal 1: Preserve the long-term affordability and physical condition of the existing stock of publicly assisted rental housing, as well as market rental housing where affordability commitments can be secured.

Goal 2: Provide or secure affordable and workforce rental housing through strategic development and redevelopment.

Goal 3: Provide and support the provision of affordable and workforce home purchase opportunities for Alexandria residents and workers.

Goal 4: Enable homeowners to remain in their homes safely, comfortably, and affordably.

Goal 5: Provide a variety of safe, quality housing choices that are affordable and accessible to households of all ages and abilities.

Goal 6: Enhance public awareness of the benefits of affordable housing.

Goal 7: Enhance public awareness of the benefits of healthy, well-designed, and energy efficient housing that fosters the well-being of Alexandria residents.



Provide a range of high-quality housing options that are affordable and accessible to households of different income levels, ages, abilities, and sizes and have convenient access to transportation and services.

For Consideration

- Allow a 30% or more bonus density to encourage the production of additional affordable units
- Co-locate future community center/municipal use with affordable senior or family-friendly housing
- Explore opportunities to build partnerships between property owners interested in redevelopment and non-profit developers
- Affordable housing in every neighborhood (including, potentially, ARHA replacement housing, affordable housing, and workforce housing)



Feedback & Discussion

- Are there any plan elements missing?
- Are there any principles that should be removed, added, or changed?
- Are there any Built Environment guidelines that should be removed, added, or changed?



What's Next

Steering Committee Meeting #13: Transportation Update & Plan Neighborhoods

- Tuesday, May 19th, 7:00 pm
- Location: Cameron Station Clubhouse

Steering Committee Meeting #14: Implementation & Transportation

- Monday, June 22nd, 7:00 pm
- Location: Cameron Station Clubhouse

Community Meeting #6: Draft Plan

- Monday, July 27th, 7:00 pm
- Location: Beatley Library

